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EXAMINER
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LI, GUANG W

ART UNIT	PAPER NUMBER
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2109

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PAPER

**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

## Office Action Summary

**Application No.**

10/541,500

**Applicant(s)**

OGASAWARA ET AL.

**Examiner**

Guang Li

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☒ Responsive to communication(s) filed on 08/02/2006.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 1-25 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-25 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 07 July 2005 is/are: a) ☐ accepted or b) ☒ objected to by the Examiner.
- Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

- 12) ☒ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☒ All b) ☐ Some \* c) ☐ None of:
1. ☒ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☒ Information Disclosure Statement(s) (PTO/SB/08)  
Paper No(s)/Mail Date 07/07/2005.
- 4) ☐ Interview Summary (PTO-413)  
Paper No(s)/Mail Date. \_\_\_\_\_.
- 5) ☐ Notice of Informal Patent Application
- 6) ☐ Other: \_\_\_\_\_.

**DETAILED ACTION**

1. The instant application having Application No. 10/541,500 has a total of 25 claims pending in the application; there are 4 independent claims and 21 dependent claims, all of which are ready for examination by the examiner.

**Oath/Declaration**

2. The applicant's oath/declaration has been reviewed by the examiner and is found to conform to the requirements prescribed in **37 C.F.R. 1.63**.

**Priority**

3. As required by **M.P.E.P. 201.14(c)**, acknowledgement is made of applicant's claim for priority based on applications filed on November 25, 2003 (Japan 2003-394557).

**Information Disclosure Statement**

4. As required by **M.P.E.P. 609(C)**, the applicant's submissions of the Information Disclosure Statements dated 07/07/2005 is acknowledged by the examiner and the cited references have been considered in the examination of the claims now pending. As required by **M.P.E.P 609 C(2)**, a copy of the PTOL-1449 initialed.

**Drawings**

5. The drawings are objected to as failing to comply with 37 CFR 1.84(p)(4) because reference character "24 in Fig. 3B and Fig. 3C" has been used to designate both Information management unit (Portal) (24) and Information management unit (24). Corrected drawing sheets in compliance with 37 CFR 1.121(d) are required in reply to the Office action to avoid abandonment of the application. Any amended replacement

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drawing sheet should include all of the figures appearing on the immediate prior version of the sheet, even if only one figure is being amended. Each drawing sheet submitted after the filing date of an application must be labeled in the top margin as either "Replacement Sheet" or "New Sheet" pursuant to 37 CFR 1.121(d). If the changes are not accepted by the examiner, the applicant will be notified and informed of any required corrective action in the next Office action. The objection to the drawings will not be held in abeyance.

***Claim Rejections - 35 USC § 112***

6. The following is a quotation of the second paragraph of 35 U.S.C. 112:

The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

7. Claim 2, 4, 9, 11, 15, 16, 17, 22 and 23 are rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention.

8. Regarding claim 2, 4, 9, 11, 15, 16, 17, 22 and 23, the phrase "possibility/impossibility-of-real-time-provision information" renders the claim(s) indefinite because the claim(s) include(s) elements not actually disclosed (those encompassed by "possibility/impossibility-of-real-time-provision information"), thereby rendering the scope of the claim(s) unascertainable. See MPEP § 2173.05(d). the limitation of possibility/impossibility is unclear possibility/impossibility-of-real-time-provision information are performed to meet this limitation.

***Claim Rejections - 35 USC § 103***

9. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

10. Claim 1-25 are rejected under 35 U.S.C. 103(a) as being unpatentable over Linden et al. (US 6,266,649) in view of Angles et al. (US 5,933,811).

11. Regarding claim 1, Linden teaches a service managing apparatus for managing an information transmission service (**A recommendation services that recommends items to individual users based on a set of items see abstract**) in which information from one of the communication devices connected to each other over a network is sent to the other, and vice versa (**user computers(34) connected to the internet and connected to the web server (32) see Fig.1**), in real time (**Instant Recommendation service and when user using the current and/or recent shopping cart contents as inputs tends to produce recommendations, recommendation will displayed automatically when the user views the shopping cart contents see col.3 lines 38-47; Fig. 5 and Fig. 6**) the apparatus comprising:

a communication controlling means for controlling the communication with each of the communication devices (**web server will control the flow of information that is used by recommendation service see col.7 lines 6-19**);

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an information registering (**User Profile see Fig.1 item 38**) means for registering information on more than one piece of information to be provided by an information provider as information to be registered (**computer implemented service and associated methods for generating personalized recommendations of item based on the collective interests of a community of users see col.2 lines 33-37**); and

an information managing means for dynamically generating, based on the registered information, choices-window information from which an information user selects a desired one of the plurality of pieces of offered information (**“to generate a set of recommendations for a give user, the services retrieves from the table the similar items lists corresponding to items already known to be of interest to the user, and then appropriately combines these lists to generate a list of recommended items” see col.3 lines 7-18**),

the information managing means updating, when the information registering means has been updated based on updating information, the choices-window information on the basis of the updated registered information (**external component(40) are various order processing module for accepting and processing orders and for updating the purchase histories of the users see col.7 lines 40-48**).

Linden does not explicitly disclose a registered information updating step of updating the information registering means on the basis of updating information reflecting the current status of the information provider.

Angles teaches a registered information updating step of updating the information registering means on the basis of updating information reflecting the current status of the information provider (a system and method for delivering customized electronic advertisement in an interactive communication system. The customized advertisements are selected based on consumer computer and are then integrated with offering maintained by different content providers see abstract).

Angles further provides the advantage of when the advertisement providers status is present, the content provider computer requests the customized advertisement and the advertisement computer then sends the customized directly to the consumer computer (**FIG. 9 and 10 see Col. 21 line 52**).

It would have been obvious to one of ordinary skill in the art, having the teachings of Linden and Angles before them at the time the invention was made to modify the service managing method and system of Linden to include advertisement provider directly connect to consumer computer based on the status of provider as taught by Angles.

One of ordinary skill in the art would have been motivated to make this modification in order to provide secure communication connection between the information provider and information receiver in view of Angles.

12. Regarding claim 2, Linden together with Angles taught service managing system and method according to claim 1, as described above. Linden further teaches the registered information and updating information include possibility/impossibility-of-real-time-provision information indicative of whether the information provider can provide the

offered information in real time (**The mappings of items to similar item “item-to-item mappings” are generated periodically such as once per week, by an off-line process which identifies corrections between known interests of users in particular items see col.2 lines57-65**); and

the information managing means has the choices-window information (**Web page see Fig.6**) reflect the possibility/impossibility-of-real-time-provision information (**The Instant Recommendation service is invoked by user by selecting a corresponding hyperlink from a webpage see col. 14 lines 14-33**).

13. Regarding claim 3, Linden together with Angles taught service managing system and method according to claim 2, as described above. Linden further teaches the information managing means generates the choices-window information from which the offered information can be selected only when the information provider can provide the offered information in real time (**The user can also select a specific category such as “non-fiction” or “romance” from a drop down menu 202 to request category-specific recommendations see col.15 lines 63-67**).

14. Regarding claim 4, Linden together with Angles taught service managing system and method according to claim 1, as described above. Linden further teaches the updating information includes the possibility/impossibility-of-real-time-provision information indicative of whether the information provider can provide the offered information in real time, and types of more than one media which can be used for the real-time provision of the offered information (**Instant Recommendations Service can**



**retrieved more than one type of media, such like items that fall outside any product group, product category or process see col.11 lines 21-37).**

15. Regarding claim 5, Linden together with Angles taught service managing system and method according to claim 1, as described above. Linden further teaches the communication controlling means controls the connection between the communication device that has selected desired offered information from the choices-window information and the communication device which sends the selected offered information **(only recommended information will be shown to the users “the list is filtered by deleting any items that (1) have already been purchased or rated by the user, (2) have a negative score, or (3) do not fall within the designated product group (e.g., books) or category” see col. 15 lines 36-40).**

16. Regarding claim 6, Linden together with Angles taught service managing system and method according to claim 1, as described above. Linden further teaches the information managing means receives the registered information and registers it into the information registering means; and the communication device receives the updating information and updates the registered information **(computer implemented service and associated method for generating personalized recommendations of items based on the collective interests of a community of users and updating the recommended lists based on the users purchased see col.2 lines 33-45; col.7 lines 40-48).**

17. Regarding claim 7, Linden together with Angles taught service managing system and method according to claim 6, as described above. Linden further teaches the

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communication controlling means receives the updating information from the communication device which sends the offered information provided by the information provided in real time **(Instant recommendations service that provide real time recommendation items for the users see col.14 lines 9-13).**

18. Regarding claim 8, Linden teaches a service managing method of managing an information transmission service **(A recommendation services that recommends items to individual users based on a set of items see abstract)** in which information from one of communication devices connected to each other over a network is sent to the other, and vice versa **(user computers(34) connected to the internet and connected to the web server (32) see Fig.1), in real time (Instant Recommendation service and when user using the current and/or recent shopping cart contents as inputs tends to produce recommendations, recommendation will displayed automatically when the user views the shopping cart contents see col.3 lines 38-47; Fig. 5 and Fig. 6),** the method comprising:

an information managing step in which, referring to an information registering means in which information on more than one piece of offered information to be provided by an information provided is registered as registered information **(Instant Recommendations Service can retrieved more than one type of media, such like items that fall outside any product group, product category or process see col.11 lines 21-37),** there is dynamically generated choices-window information from which an information user of the offered information selects a desired one of the plurality of pieces of offered information time **(The user can also select a specific category such**

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as “non-fiction” or “romance” from a drop down menu 202 to request category-specific recommendations see col.15 lines 63-67), and

an information updating step of updating, when the information registering means has been updated based on updating information the choices-window information on the basis of the updated registered information (**external component(40) are various order processing module for accepting and processing orders and for updating the purchase histories of the users see col.7 lines 40-48).**

Linden does not explicitly disclose an information-updating step of updating, when the information registering means has been updated based on updating information reflecting the current status of the information provider.

Angles teaches an information-updating step of updating, when the information registering means has been updated based on updating information reflecting the current status of the information provider (a system and method for delivering customized electronic advertisement in an interactive communication system. The customized advertisements are selected based on consumer computer and are then integrated with offering maintained by different content providers see abstract).

Angles further provides the advantage of when the advertisement providers status is present, the content provider computer requests the customized advertisement and the advertisement computer then sends the customized directly to the consumer computer (**FIG. 9 and 10 see Col. 21 line 52).**

It would have been obvious to one of ordinary skill in the art, having the teachings of Linden and Angles before them at the time the invention was made to

modify the service managing method and system of Linden to include advertisement provider directly connect to consumer computer based on the status of provider as taught by Angles.

One of ordinary skill in the art would have been motivated to make this modification in order to provide secure communication connection between the information provider and information receiver in view of Angles.

19. Regarding claim 9, Linden together with Angles taught service managing system and method according to claim 8, as described above. Linden further teaches the registered information and updating information include possibility/impossibility-of-real-time-provision information indicative of whether the information provider can provide the offered information in real time **(The mappings of items to similar item “item-to-item mappings” are generated periodically such as once per week, by an off-line process which identifies corrections between known interests of users in particular items see col.2 lines57-65)**; and in the information managing step and the information updating step, the choices-window information is made to reflect the possibility/impossibility-of-real-time-provision information **(The Instant Recommendation service is invoked by user by selecting a corresponding hyperlink from a webpage see col. 14 lines 14-33).**

20. Regarding claim 10, Linden together with Angles taught service managing system and method according to claim 9, as described above. Linden further teaches wherein in the information managing step, there is generated the choices-window information from which the offered information can be selected only when the

information provider can provide the offered information in real time (**The user can also select a specific category such as “non-fiction” or “romance” from a drop down menu 202 to request category-specific recommendations see col.15 lines 63-67).**

21. Regarding claim 11, Linden together with Angles taught service managing system and method according to claim 8, as described above. Linden further teaches the updating information includes the possibility/impossibility-of-real-time-provision information indicative of whether the information provider can provide the offered information in real time, and types of more than one media which can be used for the real-time provision of the offered information (**Instant Recommendations Service can retrieved more than one type of media, such like items that fall outside any product group, product category or process see col.11 lines 21-37).**

22. Regarding claim 12, Linden together with Angles taught service managing system and method according to claim 8, as described above. Linden further teaches to including a communication controlling step of controlling the connection between the communication device that has selected desired offered information from the choices-window information and the communication device which sends the selected offered information (**only recommended information will be shown to the users “the list is filtered by deleting any items that (1) have already been purchased or rated by the user, (2) have a negative score, or (3) do not fall within the designated product group (e.g., books) or category” see col. 15 lines 36-40).**

23. Regarding claim 13, Linden together with Angles taught service managing system and method according to claim 12, as described above. Linden further teaches

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the information-updating step, the choices-window information is updated based on the registered information updated with the updating information received from the communication device which sends the offered information the information provider provides in real time (**Instant recommendations service that provide real time recommendation items for the users see col.14 lines 9-13**).

24. Regarding claim 14, Linden teaches a service proving system which provides an information transmission service (**A recommendation services that recommends items to individual users based on a set of items see abstract**) in which information from one of the communication devices connected to each other over a network is sent to the other, and vice versa (**user computers(34) connected to the internet and connected to the web server (32) see Fig.1**), in real time (**Instant Recommendation service and when user using the current and/or recent shopping cart contents as inputs tends to produce recommendations, recommendation will displayed automatically when the user views the shopping cart contents see col.3 lines 38-47; Fig. 5 and Fig. 6**), the system comprising:

a plurality of communication devices to send or receive offered information to be provided by an information provider or to be used by an information user (**plurality computer users Fig.1 Item 34**) , respectively, each as a user of the information transmission service,

each of the communication devices including a communication means for sending or receiving offered information to or from the other communication device as a counterpart (**web server 34 accesses a database 35 HTML content which includes**

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**product information pages and other browsable information see col.7 lines 13-19);**

a service management device connected to each of the communication devices via a network to manage the information transmission service (**web server manage the information transmission device between database and the plurality computers see col.7 lines 13-19),**

the service management device (Web Server Fig.1 item 32) including:

a communication controlling means for controlling the communication with each of the communication devices (**web server will control the flow of information that is used by recommendation service see col.7 lines 6-19);** an information registering means for registering information on more than one piece of information to be provided by the information provider as information to be registered (**computer implemented service and associated methods for generating personalized recommendations of item based on the collective interests of a community of users see col.2 lines 33-37);** and

an information managing means for dynamically generating, based on the registered information (**Instant Recommendations Service can retrieved more than one type of media, such like items that fall outside any product group, product category or process see col.11 lines 21-37),** choices-window information from which the information user selects a desired one of the plurality of pieces of offered information (**The user can also select a specific category such as “non-fiction” or**

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**“romance” from a drop down menu 202 to request category-specific recommendations see col.15 lines 63-67),**

the information managing means updating, when the information registering means has been updated based on updating information; the choices-window information on the basis of the updated registered information **(external component(40) are various order processing module for accepting and processing orders and for updating the purchase histories of the users see col.7 lines 40-48). .**

Linden does not explicitly disclose an information-updating step of updating , when the information registering means has been updated based on updating information reflecting the current status of the information provider.

Angles teaches an information-updating step of updating, when the information registering means has been updated based on updating information reflecting the current status of the information provider (a system and method for delivering customized electronic advertisement in an interactive communication system. The customized advertisements are selected based on consumer computer and are then integrated with offering maintained by different content providers see abstract).

Angles further provides the advantage of when the advertisement providers status is present, the content provider computer requests the customized advertisement and the advertisement computer then sends the customized directly to the consumer computer **(FIG. 9 and 10 see Col. 21 line 52).**



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It would have been obvious to one of ordinary skill in the art, having the teachings of Linden and Angles before them at the time the invention was made to modify the service managing method and system of Linden to include advertisement provider directly connect to consumer computer based on the status of provider as taught by Angles.

One of ordinary skill in the art would have been motivated to make this modification in order to provide secure communication connection between the information provider and information receiver in view of Angles.

25. Regarding claim 15, they are rejected for the same reason in claim 9 as set forth hereinabove.

26. Regarding claim 16, Linden together with Angles taught service managing system and method according to claim 15, as described above. Linden further teaches user identification information for identification of the information use (**User profiles Fig.1 item 38; col.7 lines 20**); the communication device to send the offered information sends the updating information to the communication controlling means via the communication means (**web server will control the flow of information that is used by recommendation service see col.7 lines 6-19**);; and

the communication controlling means updates the information registering means with the possibility/impossibility-of-real-time-provision information included in the updating information when the information user has been authenticated with the user identification information (**website 300 also includes a user profiles database 38**

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**which stores account specific information about users of the site see col.7 line 20).**

27. Regarding claim 17, Linden together with Angles taught service managing system and method according to claim 16, as described above. Linden further teaches the updating information includes media information indicative of the type of a media which can be used by the communication device to send the offered information when providing the offered information **(Instant Recommendations Service can retrieved more than one type of media, such like items that fall outside any product group, product category or process see col.11 lines 21-37); and**

the communication controlling means updates the information registering means with the possibility/impossibility-of-real-time-provision information and media information included in the updating information **(computer implemented service and associated method for generating personalized recommendations of items based on the collective interests of a community of users and updating the recommended lists based on the users purchased see col.2 lines 33-45; col.7 lines 40-48).**

28. Regarding claim 18, Linden together with Angles taught service managing system and method according to claim 14, as described above. Linden further teaches communication device to receive the offered information includes an accessing means for accessing the choices-window information **(each computer terminal 34 access the web site 30 see Fig.1);**

the communication controlling means includes a connection controlling means for controlling the connection between the communication device which sends the offered

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information and that which receives the offered information (**Instant**

**Recommendations Service can retrieved more than one type of media, such like items that fall outside any product group, product category or process see col.11 lines 21-37),**

the connection controlling means controlling the connection between the communication device having selected desired offered information from the choices-window information by the accessing means and that which sends the selected offered information (**The user can also select a specific category such as “non-fiction” or “romance” from a drop down menu 202 to request category-specific recommendations see col.15 lines 63-67).**

29. Regarding claim 19, Linden together with Angles taught service managing system and method according to claim 18, as described above. Linden further teaches the updating information includes information indicative of the position of the communication device which sends the offered information (**data stored in the database see col.7 lines 20-39); and**

the connection controlling means controls, based on the position information, the connection between the communication device which has selected the desired offered information and that which sends the selected offered information (**only recommended information will be shown to the users “the list is filtered by deleting any items that (1) have already been purchased or rated by the user, (2) have a negative score, or (3) do not fall within the designated product group (e.g., books) or category” see col. 15 lines 36-40).**

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30. Regarding claim 20, Linden together with Angles taught service managing system and method according to claim 18, as described above. Linden further teaches the communication device includes a call controlling means for sending and receiving a connection control signal for controlling the connection with the communication device as a counterpart in addition to the sending and reception of the offered information **(Requests received over the internet from user computers and process in the web server (34) see col.7 lines 9-16); and**

the connection controlling means receives the connection control signal from the call controlling means in the communication device and controls the connection between both the communication devices **(web server control the information flow between the user computer and database see Fig.1 item 34 and 32).**

31. Regarding claim 21, Linden teaches a service providing method for a service providing system including a plurality of communication devices **(A recommendation services that recommends items to individual users based on a set of items see abstract)** to send or receive offered information to be provided by an information provider or to be used by an information user **(Requests received over the internet from user computers and process in the web server (34) see col.7 lines 9-16),** respectively, each as a user of the information transmission service in which information is sent from one of communication devices connected to each other over a network to the other, and vice versa **(user computers(34) connected to the internet and connected to the web server (32) see Fig.1), in real time (Instant Recommendation service and when user using the current and/or recent shopping cart contents**

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**as inputs tends to produce recommendations, recommendation will displayed automatically when the user views the shopping cart contents see col.3 lines 38-47; Fig. 5 and Fig. 6)** and a service management device connected to each of the communication devices via the network to manage the information transmission service, the method comprising:

an information registering step in which information on more than one piece of offered information to be provided by the information provider is registered as registered information into an information registering means of the service management device **(computer implemented service and associated methods for generating personalized recommendations of item based on the collective interests of a community of users in the web server see col.2 lines 33-37);**

an information managing step in which, referring to an information registering means of the information management device in the service management device, there is dynamically generated choices-window information from which an information user of the offered information selects a desired one of the plurality of pieces of offered information **(“to generate a set of recommendations for a give user, the services retrieves from the table the similar items lists corresponding to items already known to be of interest to the user, and then appropriately combines these lists to generate a list of recommended items” see col.3 lines 7-18);**

a choices-window information updating step in which an information management means updates, when the information registering means has been updated based on the updating information, the choices-window information on the

basis of the updated registered information (**external component(40) are various order processing module for accepting and processing orders and for updating the purchase histories of the users see col.7 lines 40-48).**

Linden does not explicitly disclose a registered information updating step of updating the information registering means on the basis of updating information reflecting the current status of the information provider.

Angles teaches a registered information updating step of updating the information registering means on the basis of updating information reflecting the current status of the information provider (a system and method for delivering customized electronic advertisement in an interactive communication system. The customized advertisements are selected based on consumer computer and are then integrated with offering maintained by different content providers see abstract).

Angles further provides the advantage of when the advertisement providers status is present, the content provider computer requests the customized advertisement and the advertisement computer then sends the customized directly to the consumer computer (**FIG. 9 and 10 see Col. 21 line 52).**

It would have been obvious to one of ordinary skill in the art, having the teachings of Linden and Angles before them at the time the invention was made to modify the service managing method and system of Linden to include advertisement provider directly connect to consumer computer based on the status of provider as taught by Angles.

One of ordinary skill in the art would have been motivated to make this modification in order to provide secure communication connection between the information provider and information receiver in view of Angles.

32. Regarding claim 22, Linden together with Angles taught service managing system and method according to claim 21, as described above. Linden further teaches the registered information and updating information include possibility/impossibility-of-real-time-provision information indicative of whether the information provider can provide the offered information in real time **(The mappings of items to similar item “item-to-item mappings” are generated periodically such as once per week, by an off-line process which identifies corrections between known interests of users in particular items see col.2 lines57-65); and**

in the choices-window information generating step and choices-window information updating step, the choices-window information is made to reflect the possibility/impossibility-of-real-time-provision information **(The Instant Recommendation service is invoked by user by selecting a corresponding hyperlink from a webpage see col. 14 lines 14-33).**

33. Regarding claim 23, Linden together with Angles taught service managing system and method according to claim 21, as described above. Linden further teaches the updating information includes possibility/impossibility-of-real-time-provision information indicative of whether the information provider can provide the offered information in real time **(Instant Recommendation service and when user using the current and/or recent shopping cart contents as inputs tends to produce**

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**recommendations, recommendation will displayed automatically when the user views the shopping cart contents see col.3 lines 38-47; Fig. 5 and Fig. 6) and media information indicative of the type of a media which can be used when providing the offered information (Instant Recommendations Service can retrieved more than one type of media, such like items that fall outside any product group, product category or process see col.11 lines 21-37); and**

in the choices-window information updating step, the choices-window information is made to reflect the possibility/impossibility-of-real-time-provision information and media information included in the updating information **(external component(40) are various order processing module for accepting and processing orders and for updating the purchase histories of the users see col.7 lines 40-48).**

**34.** Regarding claim 24, Linden together with Angles taught service managing system and method according to claim 21, as described above. Linden further teaches an accessing step of accessing the choices-window information by the accessing means in the communication device **(each computer terminal 34 access the web site 30 see Fig.1); and**

a connection controlling step of controlling the connection between the communication device which sends the offered information selected in the accessing step and that which has selected the desired offered information **(only recommended information will be shown to the users "the list is filtered by deleting any items that (1) have already been purchased or rated by the user, (2) have a negative**



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**score, or (3) do not fall within the designated product group (e.g., books) or category” see col. 15 lines 36-40).**

35. Regarding claim 25, claim 25 is rejected for the same reason in claim 19 as set forth above.

### ***Conclusion***

36. The following prior art made of record and not relied upon is cited to establish the level of skill in the applicant's art and those arts considered reasonably pertinent to applicant's disclosure. See **MPEP 707.05(c)**.

37. The following reference teaches execution of trial data.

US 6,085,194 Ige et al.  
US 6,950,874 Chang et al.  
US 2002/0002611 A1 Vange  
US 2003/0140095 A1 Simpson et al.  
US 2003/0167305 A1 Zhu et al.  
US 2004/0153504 A1 Hutchinson et al.

38. The examiner requests, in response to this Office action, support be shown for language added to any original claims on amendment and any new claims. That is, indicate support for newly added claim language by specifically pointing to page(s) and line no(s) in the specification and/or drawing figure(s). This will assist the examiner in prosecuting the application.

39. When responding to this office action, Applicant is advised to clearly point out the patentable novelty which he or she thinks the claims present, in view of the state of the

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art disclosed by the references cited or the objections made. He or she must also show how the amendments avoid such references or objections See 37 CFR 1.111(c).

40. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Guang Li whose telephone number is (571) 270-1897. The examiner can normally be reached on Monday-Friday 8:30AM-5:00PM(EST).

41. If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Jeff Pwu can be reached on (571) 272-6798. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

42. Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

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May. 25, 07  
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TC 2100